structures in a manner different from that depicted in FIG. **7** and/or the order of the AD structures **710**, **720** and **730** may be different from the one depicted in FIG. **7**. Moreover, some of the AD structures **710**, **720** and **730** may be omitted and/or there may be additional AD structures in addition to those depicted in FIG. **7** (assuming the size of the advertising message is able to accommodate additional AD structures).

[0085] The service data identifiers 0x1234, 0x5679 and 0x9ABC above may be considered to indicate "device information", "generic access information" and "information specific to the service", respectively. Consequently, having received the service data identifiers and indication regarding the user of the second device **130** wishing to receive further information regarding the advertised service, the wireless communication portion **132** may be arranged to request any or all of the above-listed pieces of information by using the respective service data identifier as a pointer to the requested piece of further information. Moreover, the request for "information specific to the service" may result in the wireless communication portion **112** responding with the complementary service description comprising data fields indicative of the URL pointing to the location arranged to provide access to the advertised service and/or the name of the WLAN (WiFi) network arranged to provide the advertised service, together with the more detailed textual description of the service for presentation to the user of the second device **130**. Furthermore, each of the data fields applied to carry the "information specific to the service" may include or be accompanied with a respective service data identifiers to explicitly identify the type of information carried in the corresponding data field.

[0086] The operations, procedures and/or functions assigned to the wireless communication portions **112**, **132** and/or in context of the devices **110**, **130**, respectively, hosting these communication portions may be provided as steps of a method. As an example of this regard, FIG. **4** illustrates a method **400***a* serving as a method for obtaining the service information from the first device **110**. The method **400***a* may be provided in the wireless communication portion **132** or jointly by the wireless communication portion **132** and one or more other portions or entities of the second device **130** hosting the wireless communication portion **132**. As another example in this regard, FIG. **4** further illustrates a method **400***b* serving as a method for providing the service information to the second device(s) **130**. The method **400***b* may be provided in the wireless communication portion **112** or jointly by the wireless communication portion **112** and one or more other portions or entities of the first device **110** hosting the wireless communication portion **112**. The exemplifying methods **400***a* and **400***b* are described in the following. Moreover, a signaling chart illustrated in FIG. **5** is described in parallel with the methods **400***a* and **400***b* to further illustrate the provision/acquisition of the service information within the framework of the arrangement **100**.

[0087] The method **400***a* comprises scanning for the advertising messages, as indicated in block **405***a* and indicated in step **501**. In parallel, the method **400***b* comprise broadcasting the advertising messages carrying the preliminary service description regarding the advertised service, as described hereinbefore and as indicated in block **405***b* and in step **502**. The method **400***a* comprises receiving at least one of the advertising messages, as indicated in block **410** and providing the at least some of the information received in the preliminary service description carried in the advertising message for presentation to the user, as described hereinbefore and as indicated in block **415**. In block **420** the method **400***a* continues to determine whether a user selection resulting in a request for complementary service description has been received. In case no such selection is received e.g. within a predefined period of time, the method **400***a* may continue from block **405***a*. In contrast, in response to receiving the user selection, the method **400***a* proceeds to transmitting a request for the complementary service description, as described hereinbefore and as indicated in block **425** and further in step **503**.

[0088] The method **400***b* continues with receiving the request for complementary service description, as indicated in block **430**. The method **400***b* optionally includes a verification indicated in block **435** for verifying whether the wireless communication portion **112** (or the first device **110** in general) is available for establishing a connection with the wireless communication portion **132**. In this regard, as described hereinbefore, the first device **110** may be arranged to reject any further requests for complementary service description from other devices or wireless communication portions while it is engaged in communication with the wireless communication portion **132** for providing the supplementary information and/or the complementary service description. Hence, in case the wireless communication portion **112** busy communicating with the another second device, the method **400***b* may proceed from block **435** to block **405***b*, possibly via a waiting state which lasts until completion of the communication session with the another second device. In contrast, if the verification of block **420** indicates the wireless communication portion **112** to be available for provision of the complementary service description, the method **400***b* proceeds to block **440**. In case the optional verification of block **435** is omitted, the method **400***b* proceeds directly from block **430** to block **440**.

[0089] The method **400***b* further comprises establishing the wireless point-to-point connection to the wireless communication portion **132** for transmission of the supplementary information, as indicated in block **440**, and transmitting the supplementary information via the wireless point-to-point connection to the wireless communication portion **132**, as described hereinbefore and as indicated in step **445** and further in step **504**. The method **400***a* further comprises receiving the supplementary information in the wireless communication portion **132**, as indicated in block **450**, and applying the supplementary information to acquire the complete service description, as indicated in block **455**. As described hereinbefore, the supplementary information may comprise the complementary service description or information that enables acquiring the complementary service description from the wireless communication portion **112**. In the former case, as described hereinbefore, the application of the supplementary information may comprise merging the complementary service description received as the supplementary information to the preliminary service description to supplement the preliminary service description to acquire enlarged/supplemented service description, e.g. the complete service description. In the latter case, as also described hereinbefore, the application of the supplementary information may comprise sending one or more further request(s) for the complementary service description to the wireless communication portion **112** (step **505**) in the course of or a result of execution of the executable instructions obtained on basis of the information received as the supplementary information. Consequently, the method **400***b* may further comprise transmitting the complementary service description to the wireless com-